

# *Handbags & Happy Hour*



## *2019 Sponsorship Opportunities*

# Event Overview

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Make-A-Wish Central and Northern Florida is proud to be hosting Handbags and Happy Hour, on October 10th, 2019 from 6:00-9:30PM at The Omni Jacksonville. Ticket prices will be reduced to \$65 if purchased before September 1st, after that they can be bought for \$75.

The event will feature a fashion show as well as the opportunity to bid on both new and vintage designer handbags. Enjoy cocktails and Hors d'oeuvres, and an exclusive sneak peak of our up coming events in 2020, all while helping to create life-changing wishes for children with critical illnesses. We can't wait to see you there!

Our goal is to raise \$60,000 to grant the wishes of 7 local children. A wish is more than just a nice thing - a wish experience can be a game-changer for a child with a critical illness. Your sponsorship will help transform a child's life by granting their most heartfelt wish.

## ABOUT MAKE-A-WISH CENTRAL AND NORTHERN FLORIDA

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- ★ Together, we create life-changing wishes for children with critical illnesses.
- ★ Founded in 1994, Make-A-Wish Central & Northern Florida has granted more than 5,800 wishes.
- ★ The Central & Northern chapter serves 54 counties in Florida.
- ★ In Fiscal Year 2019, Make-A-Wish Central & Northern Florida granted 240 wishes. The most popular wish was to go on a Disney Cruise.
- ★ The average cost of a wish in the Central & Northern Florida region is \$8,000.

*Share the Power of a Wish<sup>®</sup>!*

YOUR DOLLARS, YOUR COMMUNITY. HELP LOCAL KIDS!

*Handbags  
& Happy  
Hour*

**Make-A-Wish<sup>®</sup>**  
CENTRAL AND NORTHERN FLORIDA

# BRAND ALIGNMENT AND IMPACT

Sponsoring our Handbags and Happy Hour event will not only impact the lives of the local children we serve, but it will also strategically align your company with one of the country's top charitable brands. Shooting for Wishes is a powerful way for your company to publically demonstrate your commitment to your employees, their families and the community.

## WHO DOES MAKE-A-WISH REACH?

- ★ Over 5,800 wish families who Make-A-Wish Central & Northern Florida has served since our inception in 1994
- ★ 29,000 donors
- ★ 1,200 volunteers throughout the Central & Northern Florida region
- ★ 16,500 e-newsletter contacts
- ★ 9,000+ social media followers

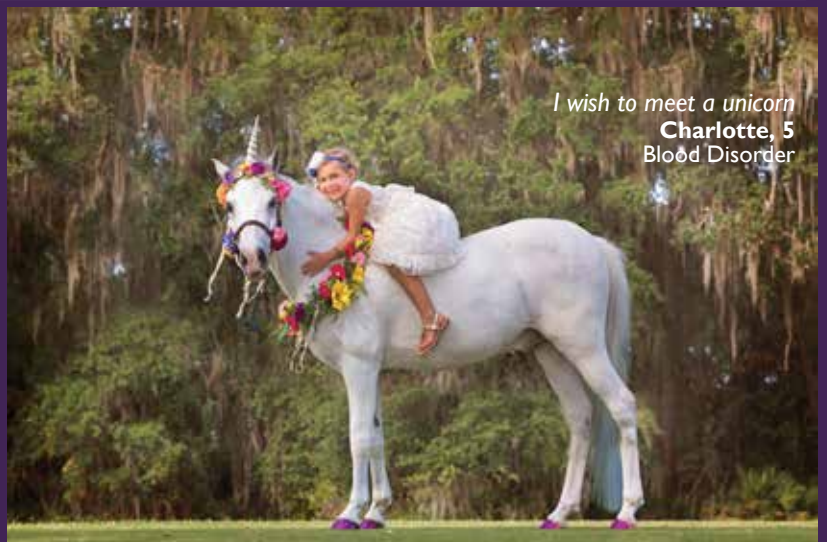
## WHAT ADDITIONAL MARKETING AND MEDIA INITIATIVES WILL MAKE-A-WISH PURSUE PRIOR TO THE EVENT?

- ★ Support from local blogs to encourage event participation
- ★ Social media posts & email blasts to participants and followers throughout the region
- ★ Exposure via event websites and listings with over 3,000 monthly visitors

## YOU CAN HELP GRANT WISHES

*"When wish kids are granted a wish, they get more than just a great experience for a day, two days, or a week. That experience improves the quality of life for them and their entire family."*

**Make-A-Wish**<sup>®</sup>  
CENTRAL AND NORTHERN FLORIDA



*I wish to meet a unicorn*  
**Charlotte, 5**  
Blood Disorder

# SPONSORSHIP OVERVIEW

The following sponsorship packages were designed to maximize recognition at every level of engagement. Make-A-Wish Central & Northern Florida would be happy to discuss custom package options with you as well, in order to meet your community outreach goals.

<b>SPONSORSHIP BENEFITS</b>	<b>Title Sponsor \$10,000</b>	<b>Presenting Sponsor \$8,000</b>	<b>Platinum Sponsor \$5,000</b>	<b>Gold Sponsor \$3,000</b>	<b>Silver Sponser \$1,500</b>
Logo on all pre-event signage and print materials	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Opportunity to include item in swag bags	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Company logo featured on chapter social media channels	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Recognition in all publicity pre and post event	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
Verbal acknowledgment during the event	<b>X</b>	<b>X</b>	<b>X</b>		
Logo on all day-of event signage and print material	<b>X</b>	<b>X</b>	<b>X</b>		
Advertisement in event program	Full Page	Full Page	Half Page	Quarter Page	Eighth Page
Opportunity for company representative to welcome guests at event entrance	<b>X</b>	<b>X</b>			
Admission	12 guests	10 guests	8 guests	6 guests	4 guests
Opportunity to have company display at event	<b>X</b>	<b>X</b>			
Opportunity to have a company table (10-12 guests)	<b>X</b>	<b>X</b>			
First preview of bags and all auction items	<b>X</b>				
Opportunity to record PSA (based on availability)	<b>X</b>				
Opportunity to arrive at venue by Party Bus	<b>X</b>				
Opportunity for Wish Child to make presentation at company	<b>X</b>				

# TITLE SPONSOR | \$10,000

*Only one opportunity available*

- ★ Logo on all pre-event signage and print material
- ★ Opportunity to include item in swag bags
- ★ Company logo featured on chapter social media channels
- ★ Recognition in all publicity pre and post event
- ★ Verbal acknowledgment during the event
- ★ Logo on all day-of event signage and print material
- ★ Full page advertisement in event program
- ★ Opportunity for company representative to welcome guests at event entrance
- ★ Admission for 12 guests
- ★ Opportunity to have company display at event
- ★ Opportunity to have company table (10-12 guests)
- ★ First preview of bags and all auction items
- ★ Opportunity to record PSA (based on availability)
- ★ Opportunity to arrive at venue by Party Bus
- ★ Opportunity for Wish Child to make presentation at company

# PRESENTING SPONSOR | \$8,000

*Only one opportunity available*

- ★ Logo on all pre-event signage and print material
- ★ Opportunity to include item in swag bags
- ★ Company logo featured on chapter social media channels
- ★ Recognition in all publicity pre and post event
- ★ Verbal acknowledgment during the event
- ★ Logo on all day-of event signage and print material
- ★ Full page advertisement in event program
- ★ Opportunity for company representative to welcome guests at event entrance
- ★ Admission for 10 guests
- ★ Opportunity to have company display at event
- ★ Opportunity to have company table (10-12 guests)

# PLATINUM SPONSOR | \$5,000

- ★ Logo on all pre-event signage and print material
- ★ Opportunity to include item in swag bags
- ★ Company logo featured on chapter social media channels
- ★ Recognition in all publicity pre and post event
- ★ Verbal acknowledgment during the event
- ★ Logo on all day-of event signage and print material
- ★ Half page advertisement in event program
- ★ Opportunity for company representative to welcome guests at event entrance
- ★ Admission for 8 guests

## GOLD SPONSOR | \$3,000

- ★ Logo on all pre-event signage and print material
- ★ Opportunity to include item in swag bags
- ★ Company logo featured on chapter social media channels
- ★ Recognition in all publicity pre and post event
- ★ Quarter page advertisement in event program
- ★ Admission for 6 guests

## SILVER SPONSOR | \$1,500

- ★ Logo on all pre-event signage and print material
- ★ Opportunity to include item in swag bag
- ★ Company logo featured on chapter social media channels
- ★ An eighth-page advertisement in event program
- ★ Admission for 4 guests





# SPONSORSHIP APPLICATION

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Sponsorship Level

- \$10,000 Title Sponsor (EXCLUSIVE) - FMV \$750
- \$8,000 Presenting Sponsor - FMV \$600
- \$5,000 Platinum Sponsor - FMV \$450
- \$3,000 Gold Sponsor - FMV \$300
- \$1,500 Silver Sponsor - FMV \$150

Check

*Checks payable to Make-A-Wish Central and Northern Florida*

Credit Card:  Visa  MasterCard  Discover  American Express

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return this form to Jaclyn Normandin, Development and Events Manager  
jnormandin@cnfl.wish.org or mail to: Make-A-Wish Central and Northern  
Florida 3938 Sunbeam Road, Suite 3, Jacksonville, Florida 32257